

APLAC Public Information Committee PAC Communication Marketing Committee			Draft Meeting Minutes
Attendees: - Vani Bhambri Arora - Kwei Fern Chang - Kin Wah Chen - Seng Kong Chhrien - Aparna Dhawan - Ernani Dionisio - Graeme Drake - Giang Minh Duc - Yang Fei - Reinaldo Figueiredo - Michael Fraser - James Galloway - Hidekazu Hashimoto - Zhaowei He - Simon Heisig - Triningsih Herlinawati - Bella Ho - Anil Jauhri - Aainaa Kamilah Binti Roslee - Megumi Kobayashi - Vijay Krishna - May Yoke Mak - Prohos Mao - Maw Maw Thein - Alexey Melyachenkov - Surasak Muenphon - Jon Murthy		Apologies: - Cheryl Morton (PIC Vice Chair) - Roger Muse - Raj Nathan	Date: Monday 19 June 2017, 13:45 to 16:15 Venue: InterContinental Bangkok, Thailand Chaired by: Tadako Yamamoto Minutes by: Wanji Yang
Distribution: APLAC PIC & PAC CMC Joint Members, APLAC & PAC Secretariat, IAF CMC & ILAC MCC Chair			

Minutes

Item	Notes	Actions
1	Welcome	
1.1	Welcome & Attendance Tadako Yamamoto welcomed all attendees.	
1.2	Apologies See above.	
1.3	Approval of Agenda Agenda was approved.	
1.4	Approval of Last Minutes Last meeting minutes were approved.	
2	Events	
2.1	ILAC MCC / IAF CMC / Joint Communication Mid-Year Meeting The highlights of the ILAC MCC & IAF CMC Joint meeting held in Auckland, New Zealand, March 2018 hosted by IANZ was shared by Tadako Yamamoto, Jon Murthy and Noriko Tominaga. Jon Murthy, Chair of ILAC MCC/IAF CMC, highlighted the ILAC MCC & IAF CMC Joint Mid-Year Meeting hosted by IANZ in Auckland, New Zealand on 14-16 March 2017: • Documentation related to accreditation produced by WTO and OECD, and trade agreement guidelines including MRA/MLA produced by UNECE are recommended to be used to support the promotion with regulators. • A Joint Communique regarding management systems requirements of ISO/IEC 17025 was signed by ILAC-IAF-ISO in April 2017 and is now available on the website. • 2017 WAD materials included poster, brochure, joint statement and graphics. A short video produced by ENAC was also informed. • Theme of 2018 WAD: "Accreditation: Delivering a safer world". The MCC & CMC joint committee will start working on materials. It was noted that ISO 45001 will come out this year (2017). • Public Sector Assurance: 240 case studies, 70 research papers and 30 supporting materials are included. More case studies in some sectors and more materials contributed by more economies are needed. IQNET has been included as a partner of the PSA website. A mirror site to PSA for business benefits will be developed by the October IAF/ILAC Joint General Assembly. Noriko Tominaga reported on the revision of ILAC and IAF Handbook. It is an orientation for new members of ILAC and IAF, but also useful for AB personnel for training purposes. This work item from the MCC/CMC joint communication mid-year meeting was conducted in cooperation with two Secretaries of IAF/ILAC. Content of the	

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	handbook covers both IAF and ILAC. Global vision, structure, MRA/MLA, statistics, etc. It is downloadable from ILAC and IAF Members' Area. <u>Post note: the Handbook was updated on 12 July 2017.</u>	
2.2	IAF / ILAC / JAS-ANZ Workshops Jon Murthy reported on how the IAF and ILAC Communication teams worked with Australian/New Zealand Accreditation Body, JAS-ANZ to deliver a trio of Workshops in New Zealand/Australia which were driven by Marcus Long. The Workshops were aimed to reach as many regulators/users as possible within the budget. James Galloway mentioned there were opportunities to support communications. It is important to learn what people actually want. There are difficulties in transferring of accreditation. The Workshops presented ideas on how CABs, ABs and Regulators can work together. Tadako Yamamoto requested APLAC Secretariat for the possibility of uploading the presentation materials on APLAC website. <u>Post note: The Workshop programme, summary report and presentation materials of the Workshops are uploaded on the APLAC website member's only area. It was also announced that the materials would be provided upon request by PAC members.</u>	<u>ACTION: Tadako Yamamoto to confirm whether the presentation materials could be uploaded (Completed).</u>
2.3	Joint APLAC PIC/PAC CMC PSA Workshop Tadako Yamamoto reported on the outcome of the Joint Public Sector Assurance workshop hosted by APLAC PIC & PAC CMC held on Saturday 17 June, 2017. There were 4 speakers and 31 participants representing 20 economies. The one-day Workshop included 50% speaker's presentation and 50% ideathon. All participants were broken into small group of two to three members to brainstorm ideas to roll out new accreditation programs or conformity assessment schemes. After the 5 minutes presentation from 13 groups, each participant voted for the best idea. The IAF/ILAC database project presented by Brahim Houla and Ernani Dionisio was voted as the best idea. Presentation materials by 4 speakers have been uploaded to the APLAC website member's only area.	
2.4	WAD 2017 Joint members were invited to share the WAD2017 activities. Jon Murthy pointed out that WAD has become a way of celebration locally to help regulators and stakeholder understand how much accreditation can leverage for longer term benefits. All WAD materials are free for cut-and-paste, and codes to the interactive infographic are downloadable for attaching to members' website.	

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	Chuck Ramani shared about the World Reconstruction Conference (WRC3) which took place in Brussels from June 6-8, 2017. The conference was co-organized by the World Bank's Global Facility for Disaster Reduction and Recovery, the European Union, the United Nations Development Programme and the African, Caribbean and Pacific Group of States, the conference sought to promote resilience through post-crisis recovery. Topics included standards, risk mitigation, regulatory reform linking with workforce, proper implementation, etc. The cost of accreditation was regarded as a factor. He suggested increasing the frequency of peer review among ABs to ensure the effectiveness of MRA. Llew Richards suggested embracing standards but not enforcing them. There were some complaints with regards to accreditation not being effective. Vijay Krishna emphasized inter-connections between different programmes all come together. He suggested future WAD themes focusing on the values more than specific fields, and utilized the PSA to bring them together to make it more appealing to stakeholders.	
2.5	WAD 2018 The planned materials for the theme of WAD 2018 'Accreditation: Delivering a Safer World' were informed to the joint members. Jon Murthy informed that the YouTube video will be produced for the WAD 2018.	
2.6	Future WAD themes Tadako Yamamoto talked about Member's ideas gathered in the last meeting about future WAD themes: innovation resilience, etc. She suggested linking WAD activities with on-going major sports events, such as World Rugby Cup 2019 and Olympic Games 2020 in Tokyo. Llew Richards echoed and provided examples in sports, such as ground calibrated, drugs tested, etc. Thanks to the high exposure of public media globally, it would be a good opportunity to have accreditation/testing/certification come there as well. Jon Murthy mentioned that BIPM will issue new SI units in 2019 and will need help from ILAC side.	<u>ACTION: Tadako Yamamoto to feedback the ideas of future WAD themes to the ILAC MCC/IAF CMC meeting.</u>
2.7	Representing ILAC MCC & IAF CMC at Conferences nearby The latest status of the event was provided by ILAC MCC & IAF CMC Chair, Jon Murthy. Jon Murthy informed the join committee members that the proposed presentation submitted for "World Safety Congress" in Singapore was turned down while the poster presentation was accepted to be exhibited at the Congress.	
3	Communications	

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3.1	Public Sector Assurance The latest development of the site was provided by Jon Murthy and invited PIC and CMC joint committee members to embed the PSA website to their own websites for brand consistency and faster access by AB website visitors. Members are encouraged to help in translation for the English texts that accompanies the banners and other graphics. Tadako mentioned that Japanese version is localised and available.	
3.2	Business Benefits Jon Murthy introduced the mirror site similar to PSA site for business benefits, including 6 sectors plus financial saving and internal benefits. 41 examples have been collected currently. A link will be sent to members around August to September, 2017. Members are invited to contribute more examples to this site. Llew Richards shared one research paper from New Zealand on economic benefits and the real changes. The more examples we get, the more stories we can tell.	
3.4	Number of Accredited Conformity Assessment Bodies by APLAC MRA and PAC MLA Signatories Tadako Yamamoto shared accredited numbers of CABs by MRA and MLA provided by APLAC, ILAC, PAC and IAF Secretaries. As of June 30, 2016, a total of 44,312 CABs are accredited by APLAC MRA Signatories (38,978 Labs; 2,895 IBs; 107 PTPs; 229 RMPs) and PAC MLA Signatories (2,103 CBs). The number of accredited laboratories by APLAC MRA Signatories accounted for nearly 68% of those accredited by <u>ILAC MRA Signatories</u>, and the accredited CBs of PAC MLA Signatories accounted for nearly 34% of those accredited by IAF MLA Signatories. These data represents significant presence of APLAC and PAC in the world. She thanked Michael Fraser and Graeme Drake for providing the figures and noted that these figures would be kept updated.	<u>ACTION: Tadako Yamamoto and Noriko Tominaga to keep updating the figures of accredited CABs in the Asia Pacific region.</u>
3.5	Asia Pacific Accreditation Cooperation Incorporated (APAC) Tadako Yamamoto informed the joint committee members that this joint committee will remain as a single committee under the new regional entity APAC and PIC & CMC will merge as one committee. The PSC structure, background and timetable were introduced. She showed 6 proposals of the new name with reference to the name used by similar or relevant organisations like EA, UN, ISO, IEC, etc. She invited members to brainstorm on the new name and ToR. All members contributed in brainstorming for the new name including Fei Yang; Bella Ho; Llew Richards; Aparna Dhawan; He Zhao Wei; Mohan Sabaratnam; Vijay Krishna; Ani Jauhri and James Galloway suggested referring to the current ToR to identify the best name that matches the objectives in the current draft version of ToR. After active discussions, there was consensus in keeping "communication" and "promotion" in the name but avoid commercial term like "marketing". It was agreed to propose "CPC (Communications and Promotion Committee)" as the new name to the APAC Project Steering Committee (PSC) to seek endorsement.	<u>ACTION: Tadako Yamamoto to propose the new name "CPC (Communications and Promotion Committee)" to the PSC to seek endorsement (Completed).</u> <u>ACTION: Anil Jauhri to assign NABCB member</u>

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	Tadako Yamamoto introduced the draft ToR and invited one or two joint working group (JWG) members from PIC and CMC to fine-tune the current draft before Sep 2017. The draft ToR will be circulated to members for comments, and then submitted to Fei Yang (Co-Convenor of Operation Issues Working Group under PSC. Volunteers on the WG include Rogelio Valencia (ema) and NABCB personnel to be assigned by Anil Jauhri. Fei Yang suggested including generic plus specific content in the ToR, and mentioned the authority of ToR relies in the Committee. He has also proposed to gather comments on the template of the ToR which was prepared by PAC Secretary. <u>Post note: Tadako Yamamoto proposed the new name CPC (Communications and Promotion Committee) and it was endorsed by PSC.</u>	<u>and inform Tadako Yamamoto and Noriko Tominaga (ASAP).</u> <u>ACTION: Tadako Yamamoto to initiate the JWG to review the draft ToR and submit before Vancouver meeting.</u>
3.6	Newsletter Tadako Yamamoto reported on the objectives, readers and frequency of the newsletter and the current format (PDF), and shared the discussions between the two committee Chairs in advance of the Bangkok meeting. She reminded members of an opportunity for a new start in forming and launching the new entity. It was agreed that the future content will be to provide the latest information and news about APAC. Activities of individual ABs can be written in few sentences. Anil Jauhri thought someone should be responsible for screening the news submitted by individual ABs and determining whether there is any value of the news. Who brings out the newsletter should be determined. It was agreed to maintain the Joint newsletter for September Issue (APLAC, PAC and IAAC) before the APAC. Tadako Yamamoto mentioned that both ILAC and IAF use e-newsletter. The cost would be based on two elements: number of emails sent & the template. She proposed to go for e-newsletter (no more PDF) though the incurred cost would need to be budgeted. The joint committee agreed to the proposal to proceed in preparing for the e-newsletter. <u>Post note: AUD 3,400 budget for the APAC e-newsletter requested by APLAC PIC Chair was approved by APLAC GA on June 22, 2017.</u>	
4	AOB	
4.1	Necessary promotion needed to inform or raise awareness of the new entity Tadako Yamamoto explained following action item raised by PSC and requested joint committee members' support to review a draft proposal to be circulated during next few months.	<u>ACTION: Tadako</u>

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	Action item PSC 05-08: APLAC PIC/ PAC CMC to identify, prioritise and develop a plan and budget for activities related to communication and promotion of APAC. This is to include the review of the existing communication and marketing materials that are used by APLAC and PAC (e.g. brochures, fact sheets, online information, any other marketing collateral) that will need to be updated and replaced.	<u>Yamamoto and Noriko Tominaga to draft a plan and budget for APAC collaterals before 2017-09-30.</u>
4.2	Social Media Tadako Yamamoto proposed the joint committee members to start discussing this item and identify the action items in the next joint meeting in Kyoto. The joint committee agreed to proceed.	<u>ACTION: The joint committee to discuss this item in Kyoto meeting.</u>
4.3	Next Joint PIC & CMC Meeting Tadako Yamamoto and Noriko Tominaga requested the joint committee members to support in holding a Joint PIC & CMC meeting only in the Kyoto meeting. This means that there will no longer be solo PIC or CMC meeting in Kyoto. Tadako Yamamoto reminded members that the joint meeting was first held in Guadalajara, Mexico when APLAC/PAC had its first joint meeting in June 2014 and the PIC/CMC joint committee meeting marks its 4th meeting in Bangkok June 2017. As it will be the 5th joint committee meeting by the time we meet in Kyoto, she proposed that we are mature enough to hold the joint meeting. The joint committee noted and agreed to the proposal. APLAC Secretary Michael Fraser requested the two committee Chairs to identify a proper time in the next meeting programme. James Galloway shared ideas about what the joint committee can do: 1) external communications: how to discover what we are going to tell people. Any research or survey would be helpful; 2) internal communication: we are a big network sharing experiences. He would welcome more active and structural internal communications within APAC CPC.	<u>ACTION: Tadako Yamamoto and Noriko Tominaga to identify a proper time in the next meeting programme and inform Michael before the Kyoto meeting schedule is fixed.</u>
4.4	Input from SANAP Project Meeting: "Proposals for "Sensitization Programme for Food Regulators - Importance of Third party assessment and Accreditation" Anil Jauhri raised a proposal discussed in the SANAP meeting on 16 June regarding conducting SANAP project budget-sponsored regulator promotion activities, which are considered linked to PIC and CMC as they are about marketing accreditation. He proposed the activities could be done in three models: 1) central programme: attended by one or two regulators and one person from the local AB from each invited economy; 2) sector-specific programme: e.g. food regulators; 3) roadshow style: a group of speakers travel to various economies with local ABs' involvement. He used the SAARC central programme for regulators as an example and suggested going for the central programme	

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	model. He suggested making decision on the day because SANAP will end March 2018. Chuck Ramani thought regulators' engagement would be questionable. Identifying the needs and objectives and then targeting at an industry gathering, and invite a few regulators and ABs to make effective contact with CABs. Noriko Tominaga asked about what the next step would be if such a proposal is accepted. Tadako Yamamoto reminded it's important to identify the ownership of such activities, which problems to be solved and there is involvement from ABS, and suggested members considering this proposal and feed backing in two weeks. Anil Jauhri would be happy to provide further information as he considers the available funding provided by PTB should be used. <u>Post note: At the APLAC/PAC JGA held on Friday June 23, Noriko Tominaga invited interested ABs to contact PIC/CMC Chairs (before 7 July 2017).</u>	<u>ACTION: Noriko Tominaga to invite interested ABs to contact PIC/CMC Chairs during her presentation at the APLAC/PAC JGA on June 23, 2017 (Completed).</u>
5	Future Meetings	
5.1	ILAC MCC / IAF CMC / Joint Communication Meeting: October 24 to 25, 2017 – Vancouver, Canada	
5.2	ILAC MCC / IAF CMC / Joint Communication Mid-Year Meeting: Q1 2018 – TBC The dates and venue of 2018 ILAC MCC/IAF CMC mid-year have not yet confirmed. Tadako Yamamoto informed members that they are welcomed to join the mid-year meeting. She has reminded members to register for the mid-year meeting with the host in advance rather than just show up on the meeting day 1 as the host requires diet requirements for lunch arrangements.	
5.3	Next Joint PIC & CMC Meeting: June 4, 2018 – Kyoto, Japan The next Joint PIC & CMC Meeting will be conducted in Kyoto, Japan in early June 2018.	

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